

Amendments to the claims:

1. (canceled).

2. (previously presented): A method of encoding substantially imperceptible auxiliary information into a video signal including at least one video object, the method comprising:

steganographically encoding object information about the video object into the video signal; and

associating the object information with an action, where the action is performed in response to user selection of the video object through a user interface while the video signal is playing, wherein the video signal is steganographically encoded with at least two identifiers, each identifier corresponding to distinct video objects in frames of the video signal, and each identifier being associated with actions relating to the corresponding video objects.

3. (previously presented): A method of encoding substantially imperceptible auxiliary information into a video signal including at least one video object, the method comprising:

steganographically encoding object information about the video object into the video signal; and

associating the object information with an action, where the action is performed in response to user selection of the video object through a user interface while the video signal is playing, wherein the object information is encoded in a watermark signal that covers a portion of a screen area of frames in the video signal where the video object is located.

4. (previously presented): A method of encoding substantially imperceptible auxiliary information into a video signal including at least one video object, the method comprising:

steganographically encoding object information about the video object into the video signal; and

associating the object information with an action, where the action is performed in response to user selection of the video object through a user interface while the video signal is playing, wherein object information for at least two different video objects in the video signal is steganographically encoded in different portions of frames of the video signals where the corresponding video objects are located.

5. (previously presented): A method of encoding substantially imperceptible auxiliary information into a video signal including at least one video object, the method comprising:

steganographically encoding object information about the video object into the video signal; and

associating the object information with an action, where the action is performed in response to user selection of the video object through a user interface while the video signal is playing, wherein the object information includes screen location information indicating where the video object is located in the video signal.

6. (previously presented): The method of claim 5 wherein object information is encoded for at least two different video objects in the video signal, and the object information includes location information indicating where the video objects are located in the video signal.

7. (previously presented): A method of encoding substantially imperceptible auxiliary information into a video signal including at least one video object, the method comprising:

steganographically encoding object information about the video object into the video signal; and

associating the object information with an action, where the action is performed in response to user selection of the video object through a user interface while the video signal is playing, wherein the object information is encoded in a pre-recorded video object, which forms part of the video signal.

8. (previously presented): The method of claim 7 wherein the pre-recorded video object is composited with video frames to form the video signal.

9. (previously presented): The method of claim 7 wherein the pre-recorded video object is composited with at least one other video object to form the video signal, where the video objects are each steganographically encoded with object specific information.

10. (previously presented): A method of encoding substantially imperceptible auxiliary information into a video signal including at least one video object, the method comprising:

steganographically encoding object information about the video object into the video signal; and

associating the object information with an action, where the action is performed in response to user selection of the video object through a user interface while the video signal is playing, wherein the video object is encoded with the object information as part of a process of capturing the video signal of physical objects, and the object information pertains to the physical objects captured in the video signal.

11. (previously presented): The method of claim 10 wherein the object information is encoded as part of a process of capturing the video signal during a live broadcast or transmission of the video signal.

12. (previously presented): The method of claim 10 wherein object information is encoded for at least two different video objects depicted in frames of the video signal.

13. (previously presented): A method of encoding substantially imperceptible auxiliary information into a video signal including at least one video object, the method comprising:

steganographically encoding object information about the video object into the video signal; and

associating the object information with an action, where the action is performed in response to user selection of the video object through a user interface while the video signal is playing, wherein object information is encoded for at least two different video objects such that the object information is synchronized with corresponding video objects depicted in the video signal during playback.

14. (canceled).

15. (previously presented): A method for using a watermark encoded into a video signal or in an audio track accompanying the video signal, where the watermark comprises information regarding a video object in the video signal, the method comprising:

decoding the watermark information;

receiving a user selection of the video object; and

executing an action associated with the video object information, wherein the video signal includes watermark information for at least two different video objects in the video signal, and the watermark information associates the video objects with object actions or information.

16. (previously presented) The method of claim 15 wherein the audio track includes watermark information for at least two different video objects appearing in at least one same frame of the video signal, and wherein the watermark information associates the video objects with object specific actions or information.

17-24. (canceled)

25. (previously presented): A method for encoding substantially imperceptible auxiliary information into an audio track of a video signal including at least one video object, the method comprising:

steganographically encoding object specific information about the video object into the audio track; and

associating the object specific information with an action, where the action is performed in response to user selection of the video object through a user interface while the video signal is playing.

26. (previously presented): The method of claim 25 wherein the object specific information includes an identifier and screen location of the video object.

27. (previously presented): The method of claim 25 wherein the object specific information includes information for at least two different video objects.

28. (previously presented): A method of processing video content comprising: receiving video content, said video content including picture element data and non-picture element data;

reading certain of said non-picture element data;

checking information steganographically embedded in the picture data that is related to said read data, for expected correspondence.

29. (previously presented): The method of claim 28 that further includes controlling use of the video content based on the foregoing.

30. (currently amended): A method of controlling use of video content comprising:

receiving video comprising picture portions;

detecting a steganographically embedded signal in at least some of the picture portions of the video;

checking out of band data associated with the video; related to the embedded signal; and

controlling use of the video based on the foregoing.

31. (currently amended): In a consumer electronic apparatus that processes video, the video comprising picture data, an improvement comprising a processor for detecting information steganographically embedded in said picture data of the video, and for checking said detected information for expected correspondence with associated information conveyed with said video but not representing visual information.

32. (new): A method to control use of video comprising:

obtaining video comprising picture data;

checking for at least some non picture data conveyed with the video;

checking for a steganographically embedded signal in at least some of the picture data; and

controlling use of the video based on the foregoing.

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33. (new): The method of claim 32 wherein the steganographically embedded signal comprises digital watermarking.

34. (new): The method of claim 30 wherein the steganographically embedded signal comprises digital watermarking.